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APPROPRIATE CHRISTMAS
GIFTS FOR EVERY MEMBER
OF THE FAMILY



SANTA WILL BE HERE
ERE LONG. BUY EARLY, BE-
FORE THE RUSH BEGINS.

THE STORE OF CHRISTMAS CHEER

WHERE YOUR EVERY WISH FOR THINGS THAT BEST EXPRESS THE CHRISTMAS SPIRIT IS FULFILLED. WHETHER IT BE FOR OLD OR YOUNG OUR STORE OF A THOUSAND GIFTS OFFERS YOU COMPLETE STOCKS OF FRESH MERCHANDISE AT UNUSUALLY LOW PRICES.

THINGS FOR GROWN UPS



Jewelry as a gift is one that is always appreciated. Our showing of Rings, Bracelets, Necklaces, Diamonds, Etc., will please the most fastidious taste and will suit the most economical purse.



Silverware, a most appropriate and useful gift, may be found here in either complete sets or single pieces; also a variety of selections in handsome Chests.

Reed Craft BAGS & PURSES



Will outwear any other Leather in existence; Made of Fine Calf Skins, Mahogany Brown, Hand-Tooled, Leather Lined and Hand Laced.

In many attractive designs. For a gift that will be the joy of the recipient and the pride of the donor, give a Reedcraft Bag or Purse.



Things for the man or woman who appreciates the great outdoors are here in abundance. Golf clubs, Tennis Racquets, Nets, Balls and in fact sporting goods of all kinds.



Stationery that will reflect the user's personality—in many beautiful designs and colors. It is always a most acceptable and useful gift. You will find our prices lower on Quality Stationery.



A Fountain Pen, especially one of our well-known Conklin Self-fillers in various styles and attractive gift designs. For the utmost in quality select a Conklin.

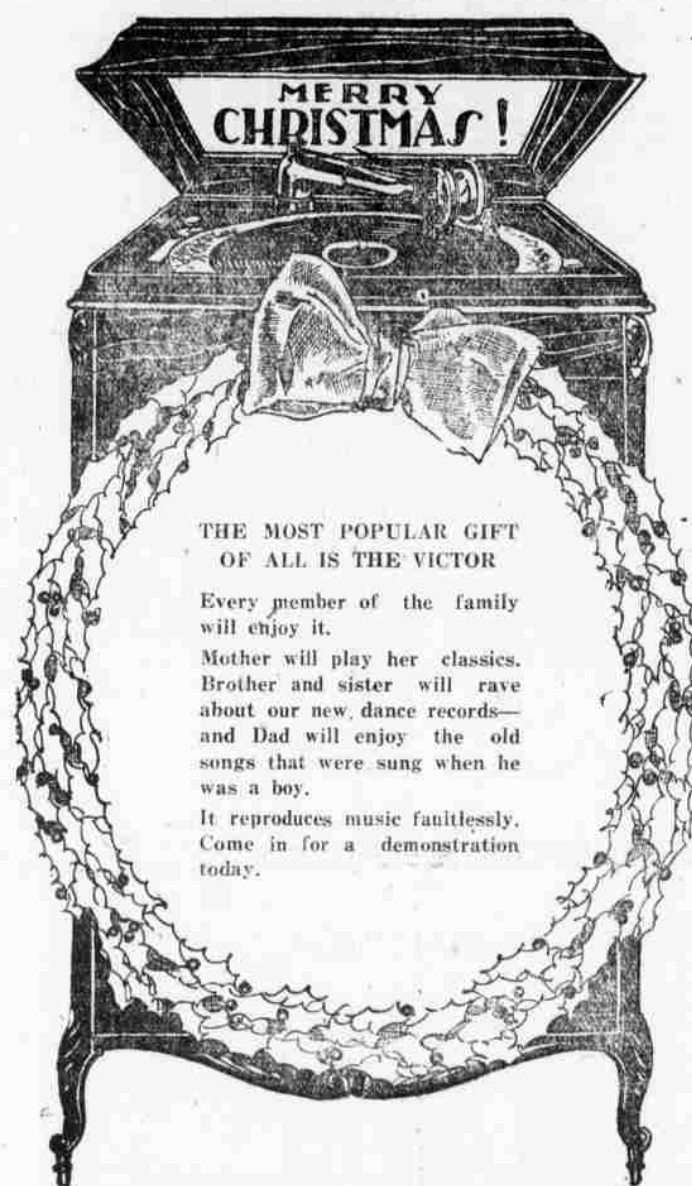


Wrist Watches suitable for him or her. They are here—the very latest designs. All sizes. When you purchase a watch from us you are assured of getting full value for every dollar spent.



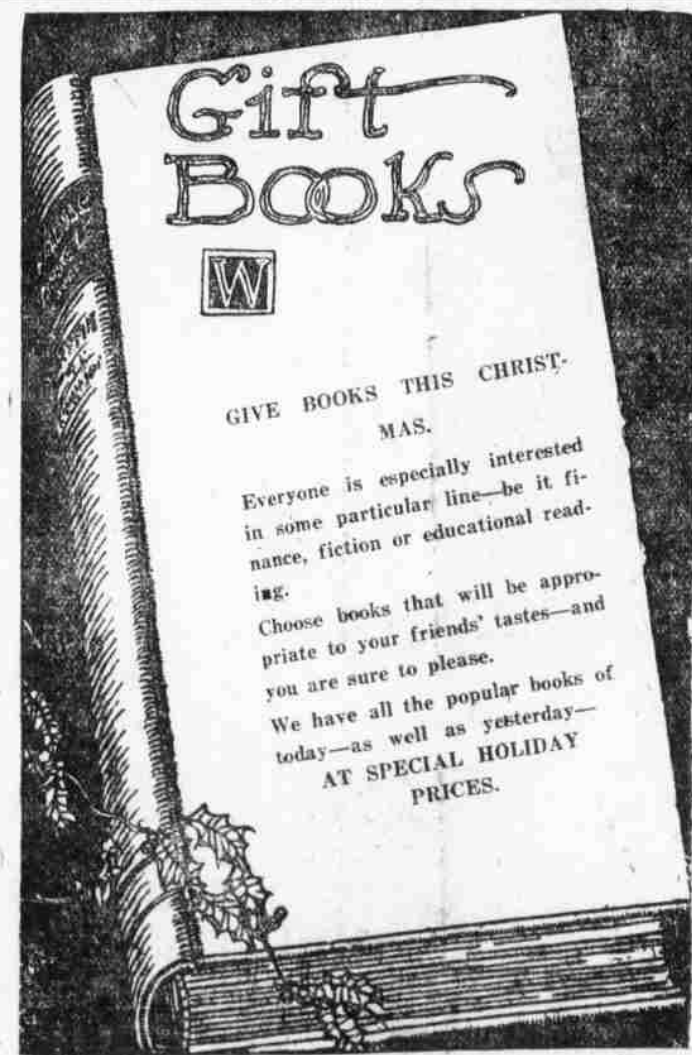
If your friend is a motorist there are few gifts that would please him more than a Thermos Bottle. Quality, convenience and economy are embodied in our line.

FOR THE FAMILY



THE MOST POPULAR GIFT OF ALL IS THE VICTOR

Every member of the family will enjoy it. Mother will play her classics. Brother and sister will rave about our new dance records—and Dad will enjoy the old songs that were sung when he was a boy. It reproduces music faultlessly. Come in for a demonstration today.



GIVE BOOKS THIS CHRISTMAS.

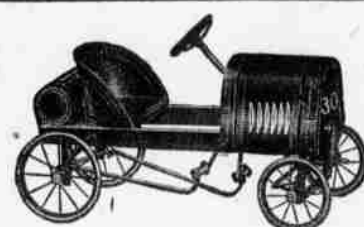
Everyone is especially interested in some particular line—be it finance, fiction or educational reading.

Choose books that will be appropriate to your friends' tastes—and you are sure to please.

We have all the popular books of today—as well as yesterday—AT SPECIAL HOLIDAY PRICES.

FOR EVERYBODY

FOR THE KIDDIES



Automobiles—They haven't a motor, but any boy can overlook that. In various sizes, attractively finished and many of them closely resemble the real thing, except in size.



Do you remember how you enjoyed your Express Wagon. Well, you can imagine how much your boy will enjoy one of these. Sturdily constructed to resist hard knocks.



Every girlie wants a dollie and a proud parent can find just the one that will gladden her heart and be a source of much pleasure. Some of them walk and talk.



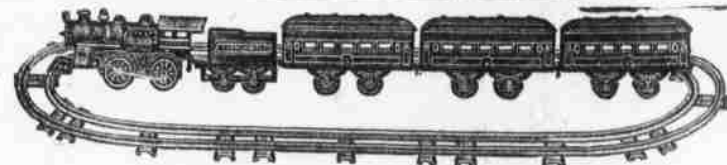
Kiddie-Kars—the boy or girl's best playmate. It will probably give them more pleasure than any other toy. The exercise will also prove beneficial to them.



No little girl is perfectly happy unless she has a doll carriage. There are all kinds here and you are sure to find the one that will please her.



For the smaller boy or girl a Velocipede is almost a necessity. They not only provide amusement but aid in their physical development.



We picture here a Toy Train, but it is only one of hundreds of toys any of which will gladden the hearts of the little ones. They are priced very reasonably.



The ideal gift—a Bicycle—No boy or girl's early training is complete without one. You will find the very best makes in all sizes here. They will pay for themselves and render a real service to the boy or girl.

Don't forget to ask us about the Sonora that we will give away Christmas.

CHAS. E. ROWTON COMPANY

PALATKA'S SANTA CLAUS STORE

Let the Kiddies visit Toyland on the Second Floor at Rowton's.